



CAR10481P00210US  
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: ) Method of Generating Revenue  
BRADLEY EMALFARB ) From the Right to Display  
 ) Advertising Information...  
 )  
Serial No. 10/601,390 ) Examiner: Alvin L. Brown  
 )  
Filed: June 23, 2003 ) Group Art Unit 3622

DECLARATION OF BRADLEY EMALFARB UNDER 37 CFR 1.131

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

I, Bradley Emalfarb, declare that:

1. I am the sole inventor identified on the above-identified application.
2. I invented the subject matter claimed in the above application prior to June 16, 2003. The details of my invention were conveyed to the attorneys of record herein prior to that date.
3. Attached hereto, as Exhibit A, is a May 25, 2003 letter from attorney of record, John S. Mortimer, to me and forwarding a patent application for review.
4. While I do not specifically recall the precise date I received Exhibit A hereto, I recall that I did not make any changes to the application that accompanied the May 25, 2003 letter.

5. After reviewing the application, on May 29, 2003, I signed the Declaration and Power of Attorney that was sent with the May 25, 2003 letter (Exhibit A) and application and returned the same to John S. Mortimer for filing with the United States Patent Office.

I hereby declare that all statements made herein of my knowledge are true; and further, that the statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under §1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application of any patent issued thereon.

IN WITNESS WHEREOF, I have executed this Declaration this 6/14 day of

January, 2010.

  
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Bradley Emalfarb